

April 19, 2021

DCS – CRD BSE Limited First Floor, New Trade Wing Rotunda Building Phiroze Jeejeebhoy Towers Dalal Street, Fort Mumbai 400 023 Fax No. 2272 3719/ 2037 Script Code: 533229	Listing Compliance National Stock Exchange of India Ltd. Exchange Plaza, 5 <sup>th</sup> Floor Plot No.C/1, 'G'Block Bandra- Kurla Complex Bandra East Mumbai 400 051 Fax No. 2659 8237/ 8238 Script Code: BAJAJCON
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Dear Sir,

**Sub: Compliance with Regulation 32(1) of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Pursuant to Regulation 32(1) of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements), Regulations, 2015 we are sending herewith quarterly compliance report on Statement of Deviation or Variation for the quarter ended March 31, 2021.

The same may please be taken on record and suitably disseminated to all concerned.

Thanking you,

Yours Sincerely,

**For Bajaj Consumer Care Limited**

**Chandresh Chhaya**  
**Company Secretary & Compliance Officer**  
Membership No.: FCS 4813

Encl: as above

**Bajaj Consumer Care Ltd**

(Formerly Bajaj Corp Ltd)

117, 11th Floor, Bajaj Bhavan, Jammalal Bajaj Marg, 226 Nariman Point, Mumbai - 400021

Tel.: +91 22 22049056 / 58 / 8633 | CIN: L01110RJ2006PLC047173 | Web: [www.bajajconsumercare.com](http://www.bajajconsumercare.com)

Registered Office: Old Station Road, Sevashram Chouraha, Udaipur- 313 001, Rajasthan

Tel.: +91 0294-2561631, 2561632

<b>Statement of Deviation / Variation in utilization of funds raised</b>	
Name of listed entity	Bajaj Consumer Care Limited
Mode of Fund Raising	Public Issue
Date of Raising Funds	Issue opened on August 2, 2010 and closed on August 5, 2010
Amount raised	Rs. 275.46 crore
Report filed for the quarter ended	March 31, 2021
Monitoring Agency	Not applicable
Monitoring Agency name, if applicable	Not applicable
Is there a Deviation/Variation in use of funds raised	Yes
If yes, whether the same is pursuant to change in terms of a contract or objects, which was approved by the shareholders	Yes
If yes, Date of shareholder approval	August 2, 2013
Explanation for Deviation/Variation	Post IPO, various targets in terms of synergy with company's existing brands, growth potential, future profitability and commercial viability and a host of other factors were evaluated. The Company operates in a competitive and dynamic market and have revised its plans for development of its business by undertaking promoting its future products, including potential acquisition opportunities and other strategic initiatives. This required rescheduling of its expenditure programs for acquisitions and other strategic initiatives, sales promotion campaigns and general corporate purposes. Shareholders therefore allowed Management with flexibility to vary the time schedule and/or amount of deployment for the Objects of Issue identified in the Prospectus, as the case may be.

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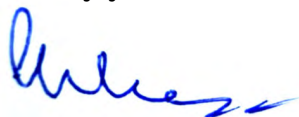
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# bajaj CONSUMER CARE

Comments of the Audit Committee after review	Nil					
Comments of the auditors, if any	Nil					
Objects for which funds have been raised and where there has been a deviation, in the following table						
Original Object	Modified Object, if any	Original allocation (Rs. Crore)	Modified allocation, if any (Rs. Crore)	Funds utilized (Rs. Crore)	Amount of Deviation / Variation for the quarter according to applicable object	Remarks, if any
Promote our future products Acquisitions and other strategic initiatives General Corporate Purposes	-	220.00 50.00 5.46	28.60 200.00 49.44	28.60 195.98 27.67	NA NA NA	
Deviation or variation could mean:						
a) Deviation in the objects or purposes for which the funds have been raised or						
b) Deviation in the amount of funds actually utilized as against what was originally disclosed or						
c) Change in terms of a contract referred to in the fund raising document i.e. prospectus, letter of offer etc.						

## For Bajaj Consumer Care Limited



**Chandresh Chhaya**

**Company Secretary & Compliance Officer**

Membership No.: FCS 4813

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